Other embodiments are within the scope of the following claims.

What is claimed is:

1. A method of adapting an electronic personal assistant to a subscriber for whom the electronic personal assistant provides services, comprising:

associating with a subscriber an electronic personal assistant personality defined by personality parameters; and

adjusting the personality parameters based on interactions with the subscriber over time.

2. The method of claim 1, further comprising:

providing profiles, each of the profiles defining a value corresponding to a default value and a variation from the default value for each of the personality parameters.

3. The method of claim 2, wherein each profile corresponds to a culture and the default value corresponds to a cultural norm associated with the culture.

4. The method of claim 3, wherein each profile further corresponds to a market segment and the default value corresponds to a market segment norm.

5. The method of claim 4, further comprising:

selecting one of the profiles for the subscriber.

6. The method of claim 1, further comprising:

defining the personality parameters to include personality traits.

7. The method of claim 6, wherein the personality traits are based on factors of the 16PF Model.

8. The method of claim 7, wherein the personality traits are represented as one or more surface traits.

9. The method of claim 5, wherein adjusting comprises:

observing a contact from the subscriber;

analyzing the observed contact; and

modifying the values of the personality parameters according to the defined variation based on the analysis of the observed contact.

10. The method of claim 9, wherein the personality parameters are mapped to sets of rules.

11. The method of claim 10, wherein analyzing comprises:

applying rules within the sets of rules to the observed contact.

12. The method of claim 10, wherein analyzing further comprises:

applying an artificial intelligence inference algorithm to the observed contact.

13. The method of claim 12, wherein the variation associated with each personality parameter comprises a range of the values and the values within the range of values are associated with unique voice prompts.

14. The method of claim 13, wherein adjusting further comprises:

selecting a new one of the personality parameters values based on the application of the artificial intelligence inference algorithm and the rules; and

selecting one of the unique prompts associated with the selected new one the personality parameters values.

15. The method of claim 14, further comprising

monitoring the electronic assistant personality

adjusting; and

providing additional values and associated unique prompts based on the monitoring.

16. A computer program product residing on a computer readable medium for adapting an electronic personal assistant to a subscriber for whom the electronic personal assistant provides services, comprising instructions for causing a computer to:

associate with a subscriber an electronic personal assistant personality defined by personality parameters; and

adjust the personality parameters based on interactions with the subscriber over time.

17. A personal assistant system comprising:

a personality unit;

personality parameters stored in a database to which the personality unit is coupled;

an interface coupled to the personality component for enabling interactions with a subscriber; and

wherein the personality unit is configured to analyze the interactions with the subscriber and adjust the personality parameters based on the results of the analysis.

18. The personal assistant system of claim 16, wherein the personality unit is further configured to indicate a voice prompt selection based on the adjusted personality parameters.